



**Communications Output Group Meeting
2025 Fall Business Conference
September 24, 2025 | 9:00am 10:00am
Sheraton Westport Chalet St. Louis**

**Chair: Tami Smith
Vice Chair: Christina Merrell
Staff Liaison: Kate Stevens**

Welcome and Opening Remarks

- Introduce Chair, Vice Chair, and Staff Liaison
- Let's cultivate a culture of belonging where everyone can participate to the full extent of their talents and abilities for their personal success and for the success of Missouri REALTORS®.
- Staying Connected with our Community on The Landing
- REALTOR® Voter Day
- Review Output Group Purpose/Mission: To serve in an advisory capacity to the State Association staff in order to assist in meeting the State Association's overall communication and marketing objectives.

Discussion Topics

- The recent relaunch of The Landing
 - How can we boost engagement/maximize use
- Creating engaging visuals
 - Visual recap to highlight work and initiatives
 - Adding text to videos and exploring short-form video options
- Brainstorm: How can we expand Canva as a valuable member resource
- Improving member communications
 - Fresh ideas to strengthen engagement
 - Interactive elements (live feedback, meeting feedback, building insights, creating interest)
- Content planning at the FBC
 - Gathering and showcasing content during the event
- Member tools and resources

- How members can see what they've signed up for (Is there an app? How do they access sign-ups?)
- "How-To" resources
 - Library page
 - Canva tutorials
 - Quick guides and videos
- Quick summary of member feedback
- Set goals for 2025 focused on improving and bringing awareness to our website, social media channels, and other key platforms

Adjourn

Mission: Missouri REALTORS® advocate for real property rights, lead in professional excellence and engage all members.

Values: *Professionalism* — We value the combination of integrity and expertise. *Advocacy* — We are stewards of the profession, including but not limited to, legislative efforts.
Inclusive Collaboration — We work with diverse communities internally and externally for the betterment of the profession.

Anti-Trust Policy: All persons affiliated with the real estate industry need to be mindful of the constraints of the anti-trust laws. There shall be no discussions of agreements or concerted actions that may restrain competition. This prohibition includes the exchange of information concerning individual REALTOR® commissions, market practice or any other competitive aspect of an individual REALTORS® operation. Each Missouri REALTORS® Executive Committee member, Board of Director's member or meeting participant is obligated to speak up immediately for the purpose of preventing any discussion falling outside the bounds indicated.